



**REQUEST FOR PROPOSAL  
TRANSIT ORIENTED DISTRICT MARKETING CONSULTING SERVICES  
QUESTIONS AND ANSWERS**

RFP No. 13-010      Date: September 4, 2013

Please note the clarification and/or additional information for the solicitation referenced above.

- 1.      Q:      What is the City's vision for the workshop outlined in Phase I?**

**A:**      The workshop is intended to provide a collaborative meeting with project stakeholders. Deliverables from the workshop session shall be a name for the TOD and marketing material strategy.
- 2.      Q:      How many people does the City anticipate being involved in the Phase I workshop?**

**A:**      As the TOD includes approximately 15 actively involved landowners, the total workshop group is anticipated to be between 25 and 50 people as it will also include City Council members and City staff.
- 3.      Q:      Can a sub-stakeholder meeting be held separately?**

**A:**      Yes.
- 4.      Q:      Is the successful respondent expected to research comparative TOD's and gather information prior to the workshop?**

**A:**      Yes.
- 5.      Q:      Does a concept exist for the TOD website?**

**A:**      No.
- 6.      Q:      Is the cost proposal to reflect each phase of the Scope of Work?**

**A:**      Yes. The City anticipates a cost proposal for Phase I and II and a retainer fee proposal for Phase III.
- 7.      Q:      Does the City have a budget established for each phase in the Scope of Work?**

**A:**      The City seeks the best value for each phase in the Scope of Work and insight into the correct budget for maximum effectiveness.
- 8.      Q:      What is the development plan of the TOD?**

**A:**      The TOD has been developed using the SmartCode and is planned as a compact, mixed-use development. The project incorporates the area's Capital Metro commuter rail line.
- 9.      Q:      What is the target market of the TOD?**

**A:**      The City seeks a developer-oriented marketing campaign on a national level with the goal of vertical development within the next 1 to 5 years. The marketing plan should also be flexible to accommodate new targets as the TOD develops including potential tenants for commercial and residential projects.

- 10. Q: Has the City made any effort to partner with large “anchor” companies?**
- A: Yes. The City is working with Austin Community College to develop the ACC campus (100 acres) within the TOD. This portion of the project is anticipated to be funded from a 2014 ACC bond election.
- 11. Q: When is the 2014 bond election scheduled to take place?**
- A: November of 2014. The outcome of this election will affect the marketing material for the TOD.
- 12. Q: Is the City partnering with any regional economic development groups?**
- A: The City is a member of Opportunity Austin a collaboration of the greater Austin Chamber of Commerce and other regional economic development organizations.
- 13. Q: Will the City consider a team approach to the marketing project?**
- A: Yes.
- 14. Q: Are there any projections available as to how Cap Metro will expand the rail line schedule?**
- A: Services will increase as ridership increases. A steady increase in services has been seen since the rail began operations three years ago.
- 15. Q: What is the City’s anticipated timing for the marketing project launch?**
- A: The City anticipates a contract with the successful respondent by December of 2013 and the workshop to be conducted in the early part of 2014.
- 16. Q: What does the anticipated demographic growth look like for Leander?**
- A: Based upon approved new developments, the City of Leander is anticipated to reach 75,000 residents in 10 to 20 years depending upon the pace of home construction. Growth is anticipated to continue with suburban, single-family residential neighborhoods. The shift has been to more affluent home buyers.
- 17. Q: Is there any previously conducted demographic research on the area available?**
- A: Yes. Upon hire the successful respondent may contact the Retail Coach to review available statistics.
- 18. Q: How many City staff members will be involved with the marketing project?**
- A: Approximately six City staff members are anticipated to be involved with the project.
- 19. Q: Can the City recommend model cities with TOD’s or does the respondent need to do that research?**
- A: Both.
- 20. Q: What brochure format is anticipated?**
- A: The brochure format shall be reflective of all development opportunities that the TOD offers and illustrate the vision for the density, intensity and mix of uses within sub-areas of the TOD.

21. Q: Can the successful respondent utilize existing renderings for the brochure design?
- A: Yes. The City has a number of renderings and maps available and prefers the use of actual photography from other similar projects to illustrate the type of development that is envisioned.
22. Q: Does the City have a 12-month or 36-month budget estimate?
- A: No but the marketing budget can be planned for over time with a contingency.
23. Q: Is a flash drive acceptable in lieu of a CD with the submittal?
- A: Yes.

Approved by



Joy Baggett, Purchasing Agent

By the signatures affixed below, Addendum No. 1 is hereby incorporated into and made a part of the above referenced solicitation.

ACKNOWLEDGED

\_\_\_\_\_  
Vendor

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

**RETURN ONE COPY SIGNED COPY OF THIS ADDENDUM TO THE PURCHASING OFFICE WITH YOUR SEALED PROPOSAL. FAILURE TO DO SO MAY AUTOMATICALLY DISQUALIFY YOUR RESPONSE FROM CONSIDERATION FOR AWARD.**